Sep 22,93 12:00 No.001 P.03
TEL: 412-363-0966
MSH PGH LR X438

2045883008

BASIC Share Performance

Summary Statistics

Variable	Mean	Standard Deviation	Minimum	Maximum
PACKS				
Basic Price	1.2	0.2	0.7	1.9
Basic Share	6.1	9.2	0.0	41.7
Premium Price	2.0	0.2	1.4	2.8
Marlboro Price	2.0	0.3	1.4	3.3
Minimum Discount Price	1.1	0.2	0.7	1.9
% Gap (Premium - Basic)	36.8	9.2	12.9	60.3
% Gap (Marlboro - Basic)	37.1	9.8	5.3	60.3
% Gap (Basic - Minimum Discount)	10.7	14.7	0.0	80.8
CARTONS				
Basic Price	10.6	1.4	7.5	15.2
Basic Share	6.0	8.6	0.1	56.1
Premium Price	16.8	2.0	12.5	22.3
Marlboro Price	16.7	2.1	12.4	22.4
Minimum Discount Price	9.7	1.5	4.3	15.1
% Gap (Premium - Basic)	36.7	6.8	18.8	58.3
% Gap (Marlboro - Basic)	36.1	7.8	8.7	58.3
% Gap (Basic - Minimum Discount)	10.3	10.5	0.0	98.8

Source: https://www.industrydocuments.ucsf.edu/docs/hnvk0004